

RUSH HOUR



CAFE

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I. BUSINESS MODEL

A. Introduction

I propose to incorporate under the name RUSH HOUR CAFE, INC. and to operate the RUSH HOUR CAFE coffee and pastry shops inside the Orland Park METRA train stations at 143rd Street and 153rd Street. Each shop will be furnished with equipment and supplies and maintained by qualified persons to provide daily commuters with concession services during the morning rush hours of 5 a.m. and 9 a.m.

Beverage offerings will be regular & decaf coffee, assorted teas, bottled waters and a selection of soda pop and juices. Bakery goods, which will be brought in daily, will include an assortment of donuts, sweet rolls, and muffins from local bakeries. All food items shall be purchased from reliable and reputable suppliers and served in a courteous, professional and efficient manner.

Coffee will be prepared in commercial coffeemakers using an electric timer. Unused coffee will be disposed of and pots will be cleaned and sanitized for the next use. Paper products and condiments will be stored in the dry storage area and cold products will be stored in refrigeration.

Current competition exists from local gas station stores, Dunkin' Donuts, and McDonald's, but most commuters would rather have a convenient in-station service for this need.

People are coming to the station for the purpose of commuting to work, but the reason they will become café customers is for the convenience that they can get by ordering a hot cup of coffee and a quick snack at their place of departure. The key elements are fast service, convenient portion sizes and secure packaging so they can easily take their purchases on the train.

The RUSH HOUR CAFE is committed to providing the highest-quality products and delivering excellent customer service in a clean and orderly environment for the benefit of the commuters.

B. Competitive Advantage

I believe I am particularly suited for this venue because of my experience selling at the 80th Avenue train station in Tinley Park. For the past two years I have served the morning commuters and have gained insight into their expectations from vendors.

The commuter coffee shop is a niche market and will require efficient, reliable service in addition to hot flavorful coffee. It will demand slow but consistent growth in bakery selections as variety is key for repeat customers. For this reason, I have chosen a number of reputable suppliers.

C. Growth Plan

Revenue in the first few months will come from the sales of a core selection of items. Building on this base, my 6-month to 1-year objective will be to bring more people into the station by adding programs such as:

- 1) customer appreciation days
- 2) reward cards (ex. "buy 11 cups of coffee, get the 12th one free")
- 3) birthday club memberships
- 4) military discounts

I also plan to offer weekly specials to entice customers and to bundle products to encourage sales. (ex. "upgrade your small coffee purchase to a large when you buy a bakery item").

D. Core Values

The RUSH HOUR CAFE will operate with integrity and reliability while providing excellent customer service. It will take an active role in community activities and will be available to offer its concession services for requested events.

II. Services to be Provided

The RUSH HOUR CAFE shall furnish and maintain equipment and supplies necessary to carry out concession services for commuters.

A. Items and Pricing

Coffee, regular roast & decaf	8 oz. and 12 oz.	\$ 1.25 and \$1.75
Hot Teas and Cocoa	8 oz. and 12 oz.	\$ 1.25 and \$1.75
Assorted donuts, sweet rolls, & muffins		\$1.50
Bottled water & soda pop (16 oz.)	\$1.25	
Milk (1/2 pint)	\$1.00	
Juices	\$1.75	
Chips, candy and gum	\$1.50	
Instant Oatmeal packets	\$1.00	
Granola bars/ Nuts	\$1.25	
Fresh fruit	\$1.50	
Chapstick, Mini-aspirins, hairspray, mouthwash	\$1.25	

B. Equipment

- (4) Bakery trays w/clear covers (2 per station)

Commercial coffeemakers w/electric timer (considering FETCO vs. BUNN)

Thermos airpots (4 @ 143rd St. & 3 @ 153rd St.)

Soda pop machine w/CO2 tank hookup for 153rd St.

Refrigerated pop display case for 143rd St.

Microwave

Vendor List

<u>Intelligentsia Coffee</u>	David, Acct. Exec., Chicago IL
<u>Just Desserts</u>	Linda Baxter, Certified Food Safety Manager, Monee IL
<u>Zettlmeiers Bakeries</u>	Dee, Tinley Park IL
<u>Orland Bakery</u>	Orland Park, IL
<u>GFS Marketplace</u>	Orland Park, IL
<u>Marquette Bank</u>	Orland Park, IL
Zepole Equipment	Bolingbrook, IL

C. Kitchen Layout (see Inserts)

D. Requests for Village

To encourage walk-in customers, I'd like to request the following:

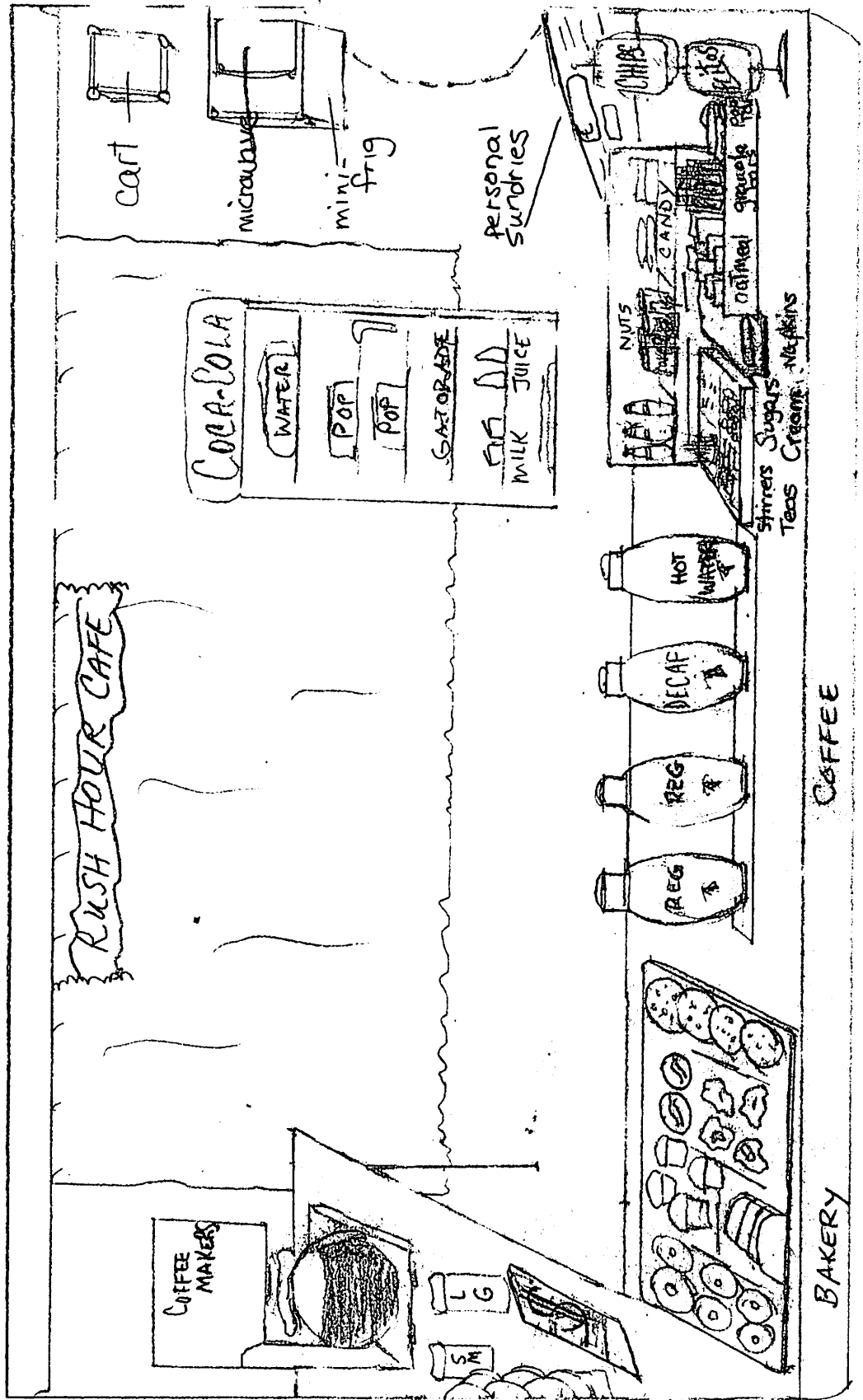
143rd Station: 1. Have the outside newspaper boxes removed. I will have papers delivered in bulk and sell from my shop.

2. Provide a seating area for WIFI users to sit such as a coffee table, rug, easy chair, and TV.

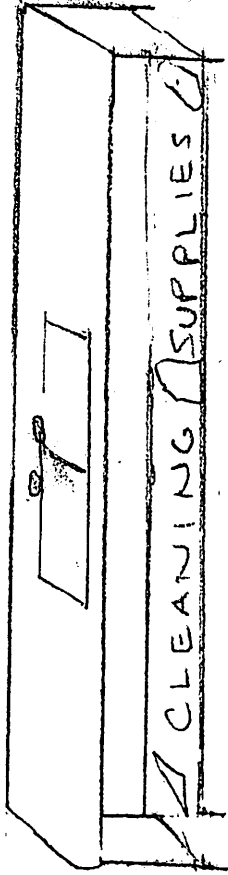
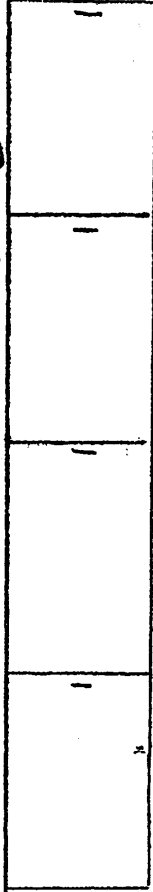
153rd Station: 1. Have the outside newspaper boxes removed. I will have papers delivered in bulk and sell from my shop.

2. Provide 2 high stools & a table.

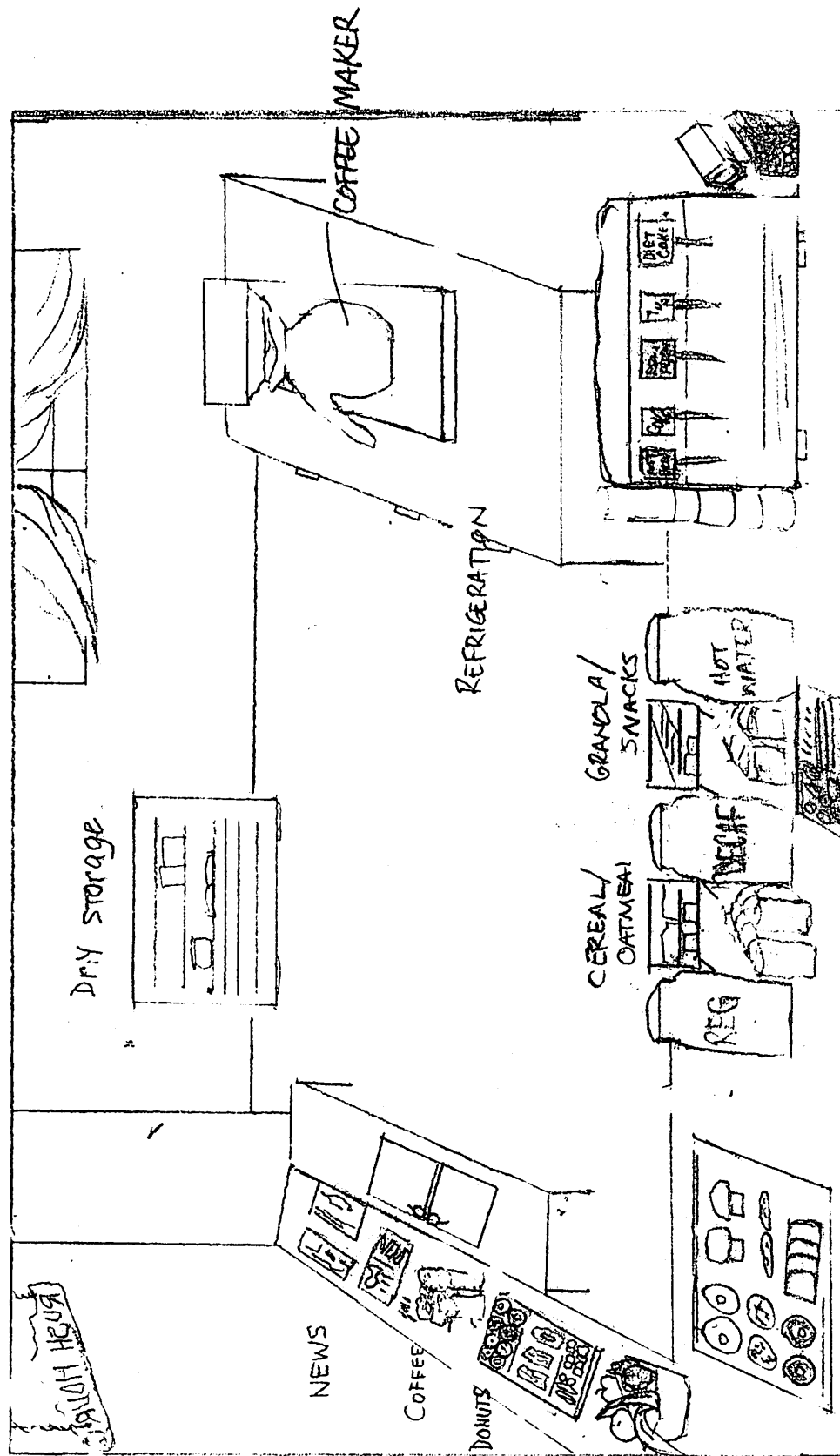
143rd St.



DRY GOODS STORAGE



153rd St.



BAKERY GOODS COFFEE CENTER POP MACHINE

RFP

III. EXPERIENCE

A. Business Timeline

	Jan 2012	Attended Entrepreneurial Development Seminar through Governors State University (see insert)
train	Mar 2012	Employed by D&S News Agency at Tinley Park's 80th Avenue station to sell daily newspapers to commuters
	Aug 2012	Inquiry letter sent to Village of Tinley Park regarding concessionaire opportunity
	Jan-Mar 2013	Assisted temporary vendor, Diana's Kitchen, at 80th Ave.
	Jun-Aug 2013	Visited various train stations in the Southland suburbs as potential coffee shop sites; Researched franchises; explored supply chain resources
	Oct 2013	Attended Small Business Workshop through Governors State University
	Dec 2013	Inquiry letter sent to Village of Orland Park seeking opportunity for concession services at 153rd. St.
	Jan 2014	Studied for Food Sanitation exam
	Feb 2014	Certified as Food Safety Manager Sought business insurance estimate
	Mar 2014	Met & discussed w/Village of Palos Park Board & coffee shop owner regarding current vendor
business	May 2014	Contacted law firm to discuss legal options for starting
	Jun 2014	Responded to Orland Park RFP

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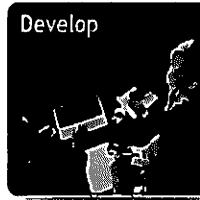
- 4,200 SBDC Clients
- 14,800 Counseling sessions
- 23,100 counseling hours
- 91 business starts
- 76 business expansions
- 3,970 retained jobs
- 2,830 new jobs
- 386 approved loans
- \$123,000,000 loan \$\$\$'s

SERVICES PROVIDED:

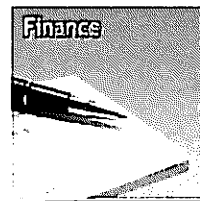
- Counseling and consulting
- Monthly seminar programs
- Special events and
- Semi-Annual Veterans
Entrepreneurial Boot Camp
- conferences
- Resource Bank
- Resource Library
- Internet Access

CENTERS:

- Illinois Small Business
Development Center
- Illinois Procurement Technical
Assistance Center
- Global Trade Center
- CenterPoint 504 nfp
- Southland Community
Development Corp
- SCORE Chicago



CenterPoint at GSU has assembled a team of experienced business professionals to guide you through the beginning stages of entrepreneurial development. For pre-start and early stage development clients we offer a wide range of professional seminars available at modest or no cost to you. Consulting services are free of charge.



Getting financing for your business requires preparation. **CenterPoint at GSU's** knowledgeable financial specialists work closely with you to help you determine your needs and save both you and participating lenders time. Working with **CenterPoint at GSU** you have assistance from start to finish with your loan application and process.



CenterPoint at GSU offers a wide variety of services focused on enterprises in the growing stages of entrepreneurial development. We have partnered with local, regional, national and international business resources, to support the growing enterprise with expert counseling and consulting services.



CenterPoint at GSU serves as a coordination hub for entrepreneurial development in our region providing direct assistance, guidance, and support services. Our goal is to create a definable and lasting economic impact on the region by helping entrepreneurs and high-growth businesses improve. We accelerate this improvement by connecting entrepreneurs with financial and market development organizations.



TBD

Cash Flow Budget Worksheet

	[Month]	[Month]	[Month]	[Month]
Beginning Cash Balance	<u> </u>	<u> \$0 </u>	<u> \$0 </u>	<u> \$0 </u>
Cash Inflows (Income):				
Accts. Rec. Collections				
Loan Proceeds				
Sales & Receipts				
Other:				
Total Cash Inflows	<u> \$0 </u>	<u> \$0 </u>	<u> \$0 </u>	<u> \$0 </u>
Available Cash Balance	<u> \$0 </u>	<u> \$0 </u>	<u> \$0 </u>	<u> \$0 </u>
Cash Outflows (Expenses):				
Advertising				
Bank Service Charges				
Credit Card Fees				
Delivery				
Health Insurance				
Insurance				
Interest				
Inventory Purchases				
Miscellaneous				
Office				
Payroll				
Payroll Taxes				
Professional Fees				
Rent or Lease				
Subscriptions & Dues				
Supplies				
Taxes & Licenses				
Utilities & Telephone				
Other:				
Subtotal	<u> \$0 </u>	<u> \$0 </u>	<u> \$0 </u>	<u> \$0 </u>
Other Cash Out Flows:				
Capital Purchases				
Loan Principal				
Owner's Draw				
Other:				
Subtotal	<u> \$0 </u>	<u> \$0 </u>	<u> \$0 </u>	<u> \$0 </u>
Total Cash Outflows	<u> \$0 </u>	<u> \$0 </u>	<u> \$0 </u>	<u> \$0 </u>
Ending Cash Balance	<u> \$0 </u>	<u> \$0 </u>	<u> \$0 </u>	<u> \$0 </u>

Enter Company Name Here

Fiscal Year Begins:

	Startup Expenses	Jan-00	Feb-00	Mar-00	Apr-00	May-00	Jun-00	Jul-00	Aug-00	Sep-00	Oct-00	Nov-00	Dec-00	YEARLY TOTAL
REVENUE DATA														
Quantity of Product Sold														0
Average Price of Product														0
REVENUE														
Sale of Goods/Services		0	0	0	0	0	0	0	0	0	0	0	0	0
Collection of Accounts														0
Other Revenue Sources														0
Interest/Other Credit Income														0
TOTAL REVENUE	0	0	0	0	0	0	0	0	0	0	0	0	0	0
COST OF SALES														
Manufacturing Cost														0
Marketing Cost														0
Production and Packaging Cost														0
Sales and Commission Cost														0
Shipping and Handling Cost														0
TOTAL COST OF SALES	0	0	0	0	0	0	0	0	0	0	0	0	0	0
EXPENSES														
Salary and Wages														0
Payroll Taxes														0
Accounting														0
Advertising														0
Automobile Expense														0
Rent Changes														0
Education														0
Insurance														0
Legal														0
Loan Interest														0
Memberships														0
Office Supplies														0
Outside Services														0
Postage and Printing														0
Rent/Tenure Expense														0
Rent Estate Taxes														0
Repairs/Maint.														0
Telephone														0
Software														0
Subscriptions														0
Utilities (Gas, Water, Electric)														0
Capital Purchases - Other														0
Capital Purchases - Equipment														0
Capital Purchases - Furniture														0
Other														0
TOTAL EXPENSES	0	0	0	0	0	0	0	0	0	0	0	0	0	0
NET PROFIT	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Income Taxes														0
Sales Taxes														0
MONTHLY NET PROFIT / LOSS	0	0	0	0	0	0	0	0	0	0	0	0	0	0
ACCUMULATED PROFIT	0	0	0	0	0	0	0	0	0	0	0	0	0	0

TBD

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IV. OPERATING PROCEDURES

A. Management Structure

RUSH HOUR CAFE will be organized as a Limited Liability Company in the State of Illinois and registered with the Secretary of State. A FEIN# will be applied for.

Bookkeeping methods and tax compliance will be handled by the accounting firm of Bernard E. Brady & Associates, LTD.

Contract advice and legal matters will be managed by the law firm of M.W. Brady, PC.

B. Operations Manual

As owner and operator I will oversee the hiring and training of employees and will lead by example. I plan to have T-shirts printed with the company name.

Equipment service manuals and contact names will be made available.

Open/Close procedures will be explained and strictly followed.

C. Cash Handling & Security

Proper cash handling and reporting will be strictly monitored. Securing of facility will be required after operations.

V. QUALIFICATIONS

A. Owner/Operator

As the owner of the RUSH HOUR CAFE I will be the primary operator for the 143rd Street station coffee shop.

I am certified in Food Safety and Sanitation as required by the State of Illinois.

RFP

I completed my Bachelors of Science degree in Communications from Northern Illinois University and have continued in various fields of study at the University of Denver, Colorado, and Governors State.

I have always had an entrepreneurial spirit and running the RUSH HOUR CAFE would be my dream in action.

My work history includes over 3 years in the financial services industry; in banking I developed marketing programs to increase walk-in traffic and as a mortgage underwriter I analyzed financial data. Together with my strong organizational skills I am able to make RUSH HOUR CAFE a reality.

B. Employees

I will hire "Employee A" to run the 153rd St. station coffee shop if I am awarded it. "A" is a former GasCity assistant manager with 5 years experience managing the sandwich line in the store. Certified as a food service handler, she brings organizational and purchasing skills to my business.

I also have plans to hire an alternate to cover for unexpected absences. "Employee B" is retired and has worked at another train station coffee shop in the past. She is knowledgeable with operating the equipment and has expertise in documenting sales transactions.

C. Core Team of Advisors

No business can run well without the benefit of the "behind-the-scenes" professionals. Below I have provided a list of my highly-esteemed team:

**Dan McAllister, University Park, IL
State University**

CENTERPOINT @ Governors

Christine E. Smith, Attorney and Friend

Chicago, IL

Deborah Schroer, Interior Design Consultant

Monee, IL

Tammy Wietbrock, Artistry and Design

Paint'N Place, Lowell

PROPOSAL SUMMARY SHEET

Concession Services for 143rd Street and 153rd Street Metra Stations - Reissue

IN WITNESS WHEREOF, the parties hereto have executed this proposal as of date shown below.

Organization Name: TBD "Rush Hour Cafe" Inc.
Street Address: 6666 W Ravinia Drive
City, State, Zip Tinley Park, IL 60477
Contact Name: Jeanne Dohm
Phone: cell (630) 373-9657 Fax: 708-532-8977
E-Mail address: jeanne.dohm@yahoo.com
FEIN#: TO BE APPLIED FOR

Facilities – Proposals may be for one or both facilities. Please place a check mark next to the facility or facilities for which you are submitting a proposal:

☒ 143rd Street Metra Station
☒ 153rd Street Metra Station

Signature of Authorized Signee: Jeanne Marie Dohm
Title: Owner
Date: 6/24/14

ACCEPTANCE: This proposal is valid for sixty (60) calendar days from the date of submittal.